

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Celebrate Mansfield Festival Subcommittee  
Monday, August 3, 2015  
5:00 PM**

**Minutes**

**Present:** Chair Betsy Paterson, Millie Brosseau, Rick Brosseau, and Janine Callahan

**Staff:** Kathleen Paterson

**1. Call to order**

Chair Betsy Paterson called the meeting to order at 5:00 pm.

**2. Public comment**

There was no public comment.

**3. Approve Minutes from July 20, 2015**

Janine Callahan moved to approve the Minutes as presented.

Millie Brosseau seconded the motion.

The Minutes were approved unanimously.

**4. Updates from subcommittee members**

Activities: Kathleen Paterson reviewed the list of businesses and organizations that had confirmed their participation. She noted the deadline to apply for an Activity Booth is Friday, August 7.

**Ms. Paterson and Ms. Callahan volunteered to follow-up with past participants [Done].**

Rick Brosseau said he would like to see more businesses participating.

Ms. K. Paterson suggested focusing on reaching new businesses for 2016 as the space is nearly full for 2015.

Food: Ms. Callahan said she is hoping to wrap up outreach to potential food vendors by the end of next week. She commented that she has received positive feedback from many of the restaurants, including some new ones.

Music: Ms. K. Paterson said she is waiting until after the National Puppetry Festival to follow up with John Bell and Bart Roccoberton about the schedule for the puppet performances. Once those are confirmed, then she will reach out to individual performers to fill in the schedule for the second stage.

Parade: Ms. K. Paterson reported that she had received the permit from the CT DOT to hold the Parade.

Ms. Brosseau reported that commitments are coming in slowly but she expects them to pick up as the date gets closer. She noted the deadline to sign up for the Parade is Friday, September 4.

**Ms. K. Paterson will send the list of Activity Booths to Ms. Brosseau at her request [Done].**

Sponsors: Ms. K. Paterson reported that there are a few Sponsors who have yet to send in their checks. Once they do, the amount received should meet the budgeted amount.

#### **5. Review Draft Volunteer Needs List**

Ms. K. Paterson asked the group for feedback on the Draft Volunteer Needs List.

Ms. Brosseau asked for two volunteers to assist one of the Parade participants who had requested help with their entry.

#### **6. Review Festival post and cards distribution list**

Ms. K. Paterson asked the group for feedback on the Draft Festival Poster Distribution List.

Committee members suggested additional distribution points and volunteered to distribute the posters and cards when they are available.

#### **7. Adjourn**

The meeting adjourned at 5:55 PM.

*Minutes prepared by Kathleen M. Paterson*